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FLORIBUNDA TYPE OF SUB-ZERO ROSES

These are so named because of their constant and intense bloom. Some of the Sub-Zero Hybrid Teas fully qualify for both classes.

All of true Hybrid Tea form ("Nearly Wild" excepted). Worthy of any Rose bed.

ANNE VANDERBILT. Coppery orange; semi-double.

CURLY PINK. Large, full, recurled flowers, often in immense clusters; blooms of ideal Hybrid Tea type.

FREE GOLD. Spectrum yellow; informal flowers. Very good.

LAFTER. Sparkling orange shades and yellow, semi-double in clusters. A welcome note of cheerfulness.

LADY LOU. Blooms of a new rich luscious color combination of jasper red to rose opal, with 50 petals, recurled and later pointed; large; in tremendous quantity continually, very long lasting; beautiful in the house.

PRICES: Except as noted, \$1.75 each; 3 for \$5.00; \$18.00 per doz. Extra large size plants, all varieties, each 50c and \$1.00 extra. Tree standards topped with any Sub-Zero Hybrid Tea, \$7.50 each.

NEARLY WILD. Larger than most wild Roses, single flowers in clusters, very colorful and supreme in constancy of bloom. Gives beautiful color all summer to a creeper planting, or bordering shrubbery.

YELLOW CURLS. Pure yellow, very double, medium in size, elegant in form; some grow 100 blooms on this one.

RED ROBIN. A brilliant red Rose of great dependence.

TOMPKINS RED. Semi-double, very dark red blooms often in clusters. More than 100 blooms.

Cultural Suggestions

BED. Any soil suitable to grow Corn or Potatoes can produce good Roses. Cow manure is the **only best** fertilizer, dish water is most as good.

WHEN TO EXPECT PLANTS. We favor fall planting. Spring orders are shipped for planting usually before April 15th; fall orders as soon as plants become dormant by three frosts, usually about November first.

CARE UPON ARRIVAL. Submerge in pail of thin mud to be planted within two days. If fall arrival is too late for planting, break earth frosted crust, dig hole, remove packaging material, bury tied bundle of plants in clean dirt, run water and mud between branches and roots. Fall planting is not to establish plants before winter but so buried they are in the best possible winter storage. In spring lift and plant as soon as ground is unfrozen, shade plant for ten days with bag, basket or dirt.

PLANTING INSTRUCTIONS. Garden earth containing manure, fertilizer, leaves, old or new, or any form of humus, in winter contact with stems will kill the plants. The words "Clean Dirt" herein mean any dirt free from such.

SPRING PLANTING. Plant Sub-Zero Hybrid Teas with graft joint 3 inches below bed level and Climbers 4 inches. Preferably in full sunshine. Sub-Zero Hybrid Teas 1½ to 2 feet apart according to size; Climbers and Creepers 3 to 6 feet apart. Make hole shape of inverted pail; fill in center 3 inches high; spread roots; half fill hole with clean, crumbly dirt; pack firmly; add one-half pail of water, damp earth and rain are no substitutes for this watering; hill up plant with clean, loose dirt or cover with cloth, burlap or basket; remove in ten days.

FALL PLANTING is not to establish growth of roots or plants, but roots and stems frozen in muddy earth is the best winter storage, to plant when garden is first ready. Follow spring planting suggestions.

WINTER PROTECTION. Apply one of the following methods, just before the ground freezes, to insure larger plant in the spring, against zero weather.

No. 1. Tie stems and canes together. Bank up with three sods, grass side inside. This is sufficient if top and edges of sods are sealed with clean dirt.

No. 2. Another protective procedure is to hill up around stems with clean dirt, 6 to 8 inches, tie around plant and over top five layers of newspaper; cover with inverted basket.

No. 3. Where 10 to 15 degrees below zero Fahrenheit, or colder is expected; hill up 8 inches with clean dirt, bank up with sods, grass side outside, seal top and edges with clean dirt.

No. 4. Protection for Climbers against 10 to 15 below. Tie canes together after defoliation, bend to lay on ground, cover with sods as for Hybrid Teas, or with clean dirt and sods in colder areas.

No. 5. "THERMOS" SYSTEM. For protection of tree Sub-Zero Hybrid Tea standards and old unbendable Climber plants where sub-zero is expected, tie snugly to firm support and wrap newspapers over two inches of straw from base to top, repeat this with straw and burlap wrapping twice more. This has protected where same straw and burlap in one wrapping has failed.

No. 6. **Tree Standards** of all Sub-Zero Hybrid Teas can unprotected survive exposure to around 15 degrees below zero; use "Thermos" system to protect against colder.

SAVE REPLACEMENT EXPENSE. Sub-Zero Hybrid Teas require no winter protection. They can survive below ground and live many decades. All Rose wood on Sub-Zero Hybrid Teas and Climbers may, if unprotected, be destroyed by temperatures around 15 degrees below zero or colder. Do not dig up for dead if killed to bed level. Like a Peony from eyes below ground normal plants can grow from live roots, to bloom normally by early Rose time, larger each year even after very low sub-zero. It is estimated that winter mortality of Sub-Zero Hybrid Teas is around 1 per cent where tender Hybrid Teas fail 30 per cent. In sub-zero areas, fall hilling up, or the "thermos" system insures larger plants in the spring, protects against heaving in damp or heavy loam with consequent breaking of roots.

CULTURAL SUGGESTIONS. Sandy soil requires more watering. Too much clay gives smaller flowers with less color. Two to three inches of cow manure worked into bed in early spring, or dry horse or cow manure, or proper amount of Vigoro or fertilizer for potatoes, is suitable to add vigor and bloom quantity. Water infrequently and abundantly as needed, especially in the fall

months, for winter resistance. Cultivate with hoe at least monthly. Keep all weeds, grass and other growing things at least two feet away, large shrubbery and trees more distant. Apply "dish water" to soil when available.

REMARKABLE MIDSUMMER DISPLAY is easily obtained by stretching sheeting four feet above Rose bed during hot sunny hours, with rings sewed in corners, over nails in tops of removable corner posts, set in pipe holes. Remove when garden is to be enjoyed. Dust or spray thoroughly weekly, water abundantly when needed. Plants, especially trees, should not dry out in the fall.

DUSTING OR SPRAYING. Pink Princess, the first and now several other of the Sub-Zero Hybrid Teas are, like most of the Climbers, free from premature defoliation on account of blackspot and require no dusting or spraying; others are more free than the average. Weekly dusting or spraying thoroughly on both sides of leaves and stems, requires but one-half minute per plant, insures performance and more midsummer and fall bloom. Consult your seed store for dependable duster or sprayer. Use "Mike" sulphur and or Fermate to control fungus; nicotine for sucking insects; arsenate of lead for all chewing things and D.D.T. very lightly to kill Jap beetle, rose bugs and most other insects.

PRUNING. Consists in removing all small and unwanted wood. Cut dead wood back to a second good eye. Hard spring pruning produces less and larger flowers. As blooms fade cut back to third eye. Tie Climber canes as they grow horizontal to fan-shaped, no part of cane downward. If Creepers are desired closer to ground, weight down in winter with sticks.

SPECIAL EXHIBITION DISPLAY, EARTH MIXTURE. Place six inches of sods two feet below plant, fill up with mixture of one-third one-year-old cow manure, one-third oak leaf mold, and one-third good loam; a little assorted seaweed if available.

EVERBLOOMING CLIMBERS. The name universally adopted for this class is not appropriate, as their rebloom is very much more limited than that of the Sub-Zero Hybrid Teas, and is dependent upon environment; and yet a few blooms in August means more to many than a hundred in June.

WE are glad to have your inquiry or report.

BROWNELL ROSES

LITTLE COMPTON, RHODE ISLAND

You can count on this new sturdier Race of everblooming Roses doing better than the more tender sorts.

It is best to order now, as there will be a shortage later.

Sincerely,

Walter D. Brownell

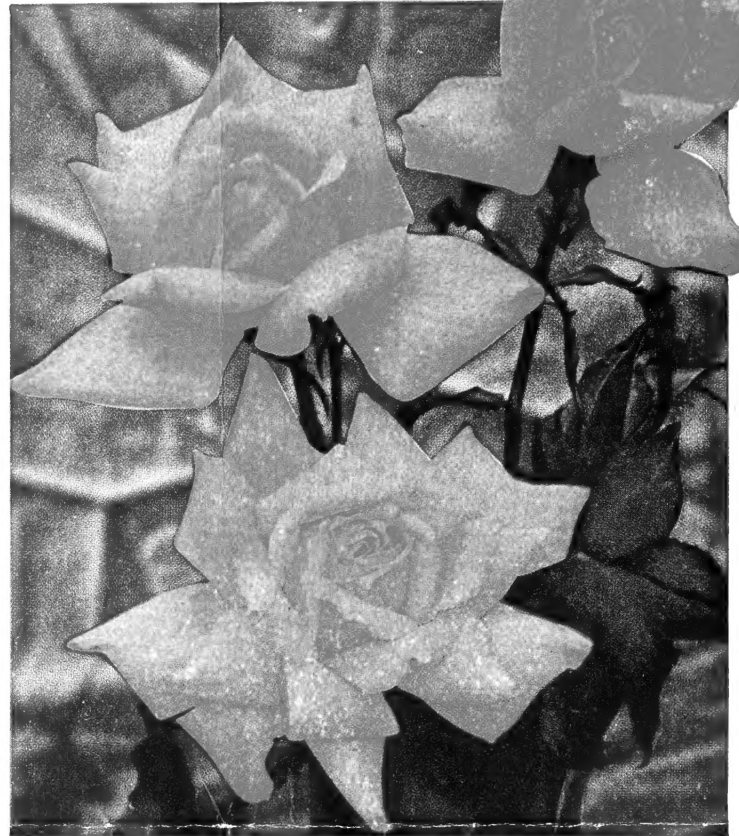
A NEW RACE

of Hardiness Previously Unknown in

HYBRID TEA ROSES



CURLY PINK
Everblooming
Sub-Zero
Hybrid Tea



"V for VICTORY"—Everblooming Sub-Zero Hybrid Tea



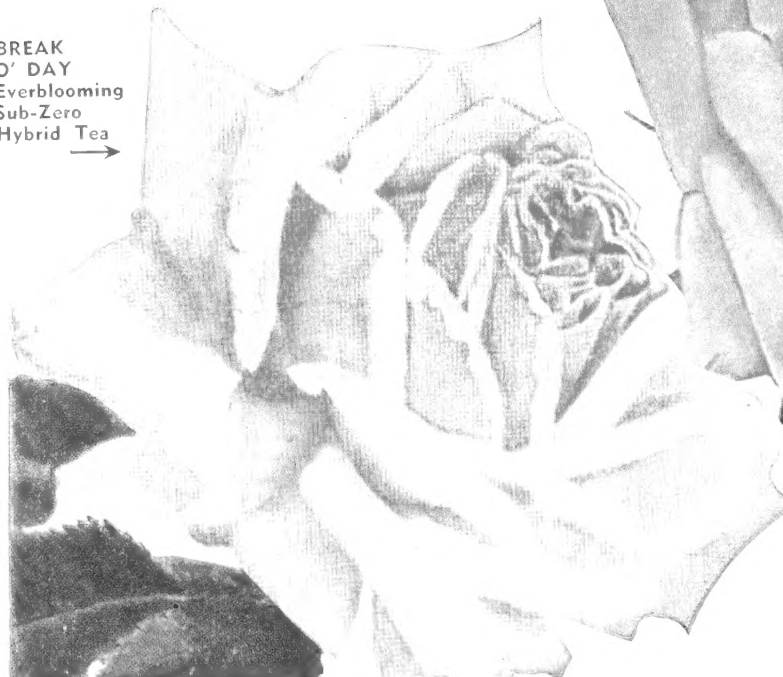
RED DUCHESS
Everblooming
Sub-Zero
Hybrid Tea

**ALL
DELICIOUSLY
FRAGRANT**

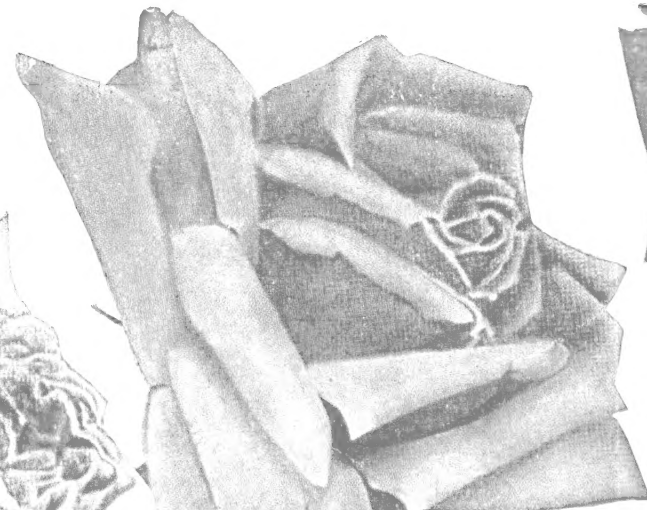
**BREAK
O' DAY**
Everblooming
Sub-Zero
Hybrid Tea →



QUEEN OF THE LAKES
Everblooming Sub-Zero Hybrid Tea

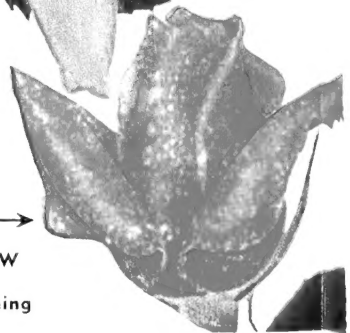


**NEW
Hardy
Everblooming
Climber
BREAK O' DAY** ←



**PINK
PRINCESS**
Everblooming
Sub-Zero
Hybrid Tea

**ORANGE
EVERGLOW** →
Hardy
Everblooming
Climber

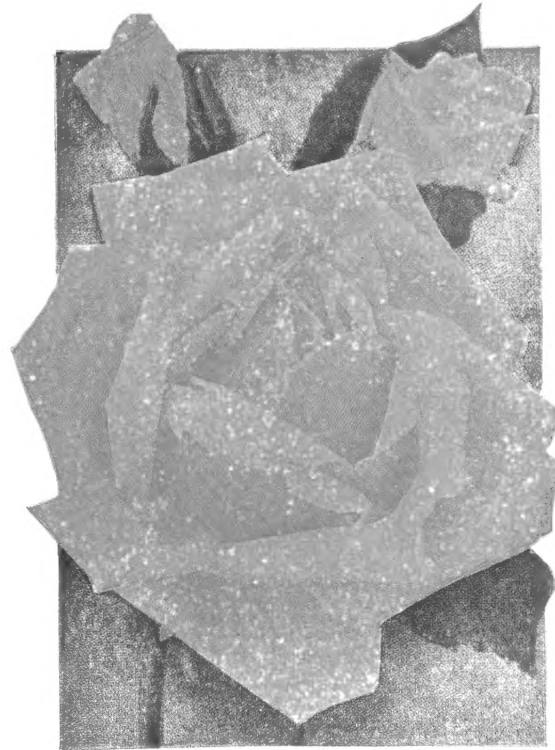




SHADES OF AUTUMN
Everblooming Sub-Zero Hybrid Tea

BROWNELL Rose Bushes

- They are more vigorous.
- They can live many times as long.
- They are easier to grow.
- The flowers are large.
- They bloom more abundantly and more constantly.
- Their size, form and color compare with the best.
- They are pleasingly fragrant.



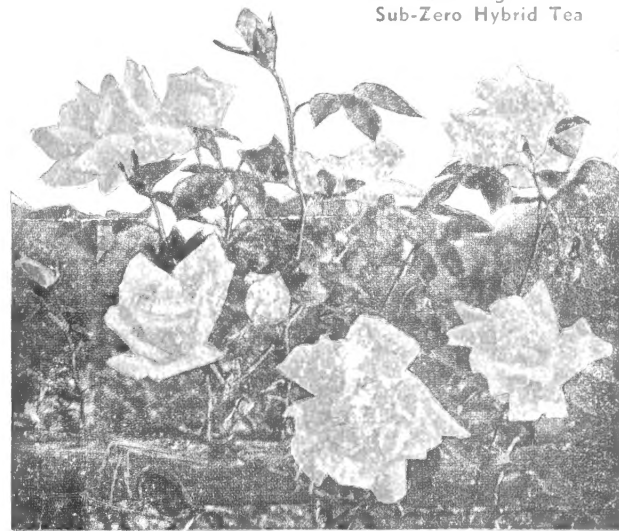
LILY PONS
Everblooming
Sub-Zero Hybrid Tea

WHY?

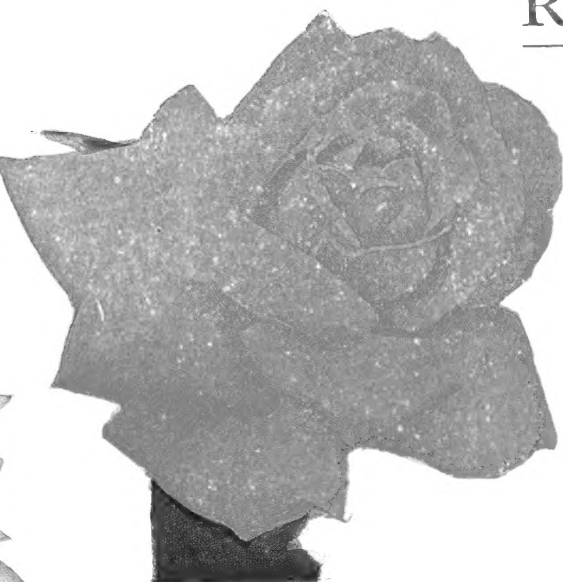
Because they are bred back to hardy species.

Save REPLACEMENT EXPENSE

If you love Roses you would enjoy reading hundreds of letters from nurserymen and gardeners who have praised the Winter resistance or long plant life, constancy of the large blooms, fragrance, supreme beauty of this new RACE OF HYBRID TEAS.



Mrs. Arthur Curtis James
THE GOLDEN CLIMBER



GOLDEN GLOW—Hardy Climber

PERHAPS...

you are one of thousands told by a grower of them what they are.

ORDER NOW
We have never had enough.



ANNE VANDERBILT
Everblooming
Sub-Zero
Hybrid Tea

COPPER
GLOW
Hardy
Climber

BROWNELL ROSE BUSHES

EASY TO GROW — LONG TO LIVE — SAVE REPLACEMENT EXPENSE

Hybridized and Grown in Little Compton, Rhode Island

Two-Year-Old

Budded on Rosa Multiflora

Plants purchased of the hybridizers, at retail, that fail within two years Replaced Free.

This applies to Tree Roses exposed down to 15° below.

SUB-ZERO HYBRID TEAS

A new race from hardier Species that can bloom all Summer, with the best of fragrant flowers, more free and constantly, of greater sturdiness and vigor, to live many times as long even after sub-zero Winters.

ANNE VANDERBILT. Exquisite coppery orange, informal, semi-double, very brilliant, fragrant, constantly in color.

BREAK O'DAY. Orange to apricot, large, very double flowers, very vigorous, free bloomer, delightfully inspiring.

CEDRIC ADAMS. The eminent radio commentator, lover of people and Roses, has placed his name on this most magnificent Rose. Out of thousands of candidates, Cedric Adams chose this sturdy, large and double scarlet to carmine Aristocrat of Rosedom to carry a beautiful Rose with his name to the rest of the Rose growers of the country.

CREeping EVERBLOOM.★ Light crimson-red double, can be grown low, should be in every creeper planting.

CURLY PINK. Matchless in the combination of size and form of bloom, beauty of cluster, constancy, vigor and foliage, hardiness and performance. Many large, two-toned pink blossoms, in several stages, often form a gorgeous bouquet on a single stem, over 50 gracefully recurled petals.

DICK WILCOX. A magnificent deep red Rose that can grow two feet or more in height in one growing season, upwards of a hundred of the largest very double blooms, year upon year, even following the coldest of sub-zero winters. Named after the well known rosarian formerly of Minnesota University, who discovered Brownell Roses would winter in the cold Northwest.

DOLLY DARLING. Fluffy daintiness, delightfully blended with sunset shades of pink rayon, overlaid with the luster of deeper rose taffeta, to recall that ballroom gown of yesteryear.

EARLY MORN. Large, dignified, double flowers of that pleasing light pastel pink.

KING BOREAS. Named for the Aurora Borealis, King of Minnesota Winter Sports, who loves his Roses when the long sub-zero nights are gone. Lemon-yellow, completely double, free, abundant bloomer; a beauty.

LILY PONS. White with pure yellow center, large, graceful flowers of indescribable delicacy; vigorous, free bloomer. Often a feature of gardens in the cold Northwest.

No. 112. UNNAMED. With large, double, deep red blooms, abundantly displayed in Hybrid Tea form and cluster, on sturdy bushes that cover the bed for decades with one of the most strikingly beautiful of all red Roses.

OLD-FASHIONED RED. Born from the Roses of "Grandmother's" Garden, with that same fragrance, full doubleness, bearing constant bloom and fond memories of by-gone days.

PINK PRINCESS. Bud-red, flowers deep pink, famous as the first Hybrid Tea free from premature defoliation, very double.

QUEEN O' THE LAKES. Named for the Queen of Minnesota's Aquatic Sports. No Diving Beauty could show greater fullness of grace, brilliance and elegance of form, or color more beautiful than this charming crimson queen of flowers. The queen of all the double reds.

RED DUCHESS. Over the thirty years of hybridizing, never had we hoped to produce a Rose like this. Such captivating fragrance. Such a shade of rose-red. Such colorful, persistent foliage. Such a robust and sturdy sub-zero plant. While nearly all Brownell Roses are pleasingly fragrant, the magic of sunshine on these petals issues a new fragrance incomparably alluring in spicy sweetness and charm. One whiff is an experience to be remembered.

RED ROBIN. Red toward vermilion; very sturdy bush that literally glitters.

SHADES OF AUTUMN. An abundant and joyous expression of bi-colored beauty. Many have reported that this beautiful red, yellow and blush flower is gorgeously outstanding.

STARGOLD. A most perfect yellow Rose, in abundance at Rose time, with limited rebloom.

TIP TOES. Delightful mixture of red, orange and pink tints, with enjoyable sweet spicelike fragrance. Very much liked.

TOMPKINS RED. Medium, semi-double flowers of that deep velvety red, so much admired, perpetually displayed.

V FOR VICTORY. Most beautiful, large, very double, yellow, fragrant Roses; constantly blooming. To numberless experts, there is no such long lasting loveliness in Roses. Reported a surprise at holding color.

VELVETIER. Semi-double, frequently in clusters. Gorgeously impressive with its depths of dark red, velvety luster. Named by a multitude of visitors to our gardens, with the exclamation: "Oh! how velvety!"

YELLOW CURLS. Pure yellow, very double flowers, of all sizes, produced in unbelievable abundance, on a rapidly growing bush.

HARDY CLIMBING ROSES

APRICOT GLOW.★ Coppery pink, double, in abundant clusters; a brilliant shade of delicate beauty.

BROWNELL RAMBLER. Large, clear yellow, very double flowers, singly and in clusters.

CARPET OF GOLD.★ One of the earliest to brighten the garden with waves of brilliant pure yellow.

COPPER GLOW. Deep coppery orange, delightful spicy fragrance; latest color sensation.

CORAL CREEPER.★ All the shades of ocean coral complementing other delightful rose tints.

DR. BURT. Clusters of reddish orange, very double, sweet fragrant bloom clusters.

ELEGANCE. The largest of blooms in perfect form; pure yellow center shading to white; magnificent display. One of the most beautiful of Roses, slight fragrance.

FREDERICK S. PECK. Deep grenadin-pink with yellow center, semi-double; an aristocrat.

GOLDEN CLIMBER (Mrs. A. C. James). The supreme yellow Rose. Fragrant; ideal for picking; very long, stiff stems.

GOLDEN GLOW.★ This is the spectrum-yellow, fragrant, abundant mass color display, of which the N. Y. World's Fair management planted 200, named the area "Rose Court" and they were proud of the display.

(★)Also creepers suitable for ground cover, over walls, fences, arbors, etc.

PRICES: All types, except as noted, \$1.75 each; 3 for \$5.00; \$18.00 per doz. Extra large size plants, all varieties, each 50c and \$1.00 extra. Tree standards topped with any Sub-Zero Hybrid Tea, \$7.50 each.

GOLDEN ORANGE CLIMBER. Yellow and orange; an enormous unique crinkly flower for the connoisseur. Hard to believe when you see it.

GOLDEN PYRAMID. Large cadmium-yellow blooms. Most vigorous of all.

HARVEST GLOW. Many gracefully formal petals, yellow and deep pink.

LITTLE COMPTON CREEPER.★ Nature's own deep wild rose-pink, large single, in clusters.

MAGIC CARPET.★ Large, double flowers, orientally patterned in mystic color designs, most prominent colors are yellow and orange shades.

ORANGE EVERGLOW. Heralded hardy everblooming climber; featuring progress, beauty, fragrance and vigor; color dazzling coppery orange. The first of a series of Everblooming Climbers to be introduced by the Brownells. \$2.00 each; \$24.00 per doz.

CL. BREAK O' DAY. Very vigorous, everblooming climbing sport of "Break o' Day;" a very nice climber. \$2.00 each; \$24.00 per doz.

PEARLY WHITE. Gracefully petaled, semi-double, large all-white Rose; we like it very much.

PINK BI-COLOR. A wonderful combination of two shades of pink.

PEGGY ANN LANDON. Strong, double sunflower-orange buds, opening yellow; early bloomer.

WHITE GOLD. A most gracefully formed, large, double, nearly white.

BROWNELL ROSES
LITTLE COMPTON, RHODE ISLAND

BROWNELL ROSE RESEARCH GARDENS
LITTLE COMPTON, RHODE ISLAND

October 30, 1950

Library U. S. Dept. of Agriculture
Washington 25
District of Columbia

Gentlemen:

While we have never had any intention of misleading you it has come to our notice today that in writing you we may have laid so much stress on the survival through cold winters that we have neglected to give you information on the hot weather performance of the Sub Zero Hybrid Teas.

A large number of leading Rose distributors have told us that in the far South their performance is outstanding.

But no one we believe could give a better idea of how they do in hot sunny weather or a better cross section of numerous reports from the South than Mr. P. M. Long, of their large Lumber Company in Cordova, Alabama, who writes reporting on several of our Hybrid Teas.

"They are a revelation - as vigorous, hardy and fragrant as any Hybrid Perpetuals and as free blooming as any Hybrid Tea, with no spray; in beds with other Hybrid Teas, the others died, while yours grew 4 to 5 feet and bloomed all through the hot dry summer and today Oct. 10, 1950 are still covered with fine blooms."


Gardeners are becoming more and more concerned about plant performance.

If you are selling Brownells you already know what it does to your Rose prestige.

We have some new ones that are beauties. Perhaps your order is already in. If not, now is the time.

Sincerely,

Brownell Roses

by 
Walter D. Brownell

LIBRARY



1950